

Rep Order# 6831655 Ver# 1 Mod# 0 Status Confirmed Traffic Order# 104084 Printed: 07/06/2012 2:28 PM 1 of 5
 EC'd Yes Last Received: 07/06/2012 9:15 AM Showing Buylines: All Lines

Station KSNV-TV LAS VEGAS, NV.
 Advertiser () CROSSROADS GPS
 Product Crossroads GPS
 Estimate# 732
 Buyer Emily Milhoan
 Phone#
 Fax#

Agency () CROSSROADS MEDIA
 66 CANAL CENTER PLAZA, SUITE 555
 ALEXANDRIA, VA 22314
 Agency C/P1/P2/E 12/11/732
 Flight Dates 07/30/2012 - 08/06/2012
 Hiatus Weeks

Rep Firm
 Sales Office () PHILADELPHIA
 Salesperson () AMY MCCREARY
 Salesperson Phone# 215-568-6540
 Salesperson FAX# 215-568-1845

--- CONTRACT COMMENT ---

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	2	SU	5P-630P	KSNV EARLY NEWS	:30	\$650.00	08/05-08/05	1	1	1	\$650.00	
	5	M	430A-5A	WAKE UP EARLY W/THE WAGNERS	:30	\$150.00	07/30-07/30	2	1	2	\$300.00	
	6	TU	430A-5A	WAKE UP EARLY W/THE WAGNERS	:30	\$150.00	07/31-07/31	1	1	1	\$150.00	
	7	W	430A-5A	WAKE UP EARLY W/THE WAGNERS	:30	\$150.00	08/01-08/01	1	1	1	\$150.00	
	8	TH	430A-5A	WAKE UP EARLY W/THE WAGNERS	:30	\$150.00	08/02-08/02	1	1	1	\$150.00	
	9	SU	430A-5A	WAKE UP EARLY W/THE WAGNERS	:30	\$150.00	08/05-08/05	1	1	1	\$150.00	
	10	M	430A-5A	WAKE UP EARLY W/THE WAGNERS	:30	\$150.00	08/06-08/06	1	1	1	\$150.00	
	37	M	5A-6A	WAKE UP WITH THE WAGNERS	:30	\$400.00	07/30-07/30	1	1	1	\$400.00	
	38	TU	5A-6A	WAKE UP WITH THE WAGNERS	:30	\$400.00	07/31-07/31	1	1	1	\$400.00	
	39	W	5A-6A	WAKE UP WITH THE WAGNERS	:30	\$400.00	08/01-08/01	1	1	1	\$400.00	
	40	TH	5A-6A	WAKE UP WITH THE WAGNERS	:30	\$400.00	08/02-08/02	1	1	1	\$400.00	
	41	F	5A-6A	WAKE UP WITH THE WAGNERS	:30	\$400.00	08/03-08/03	1	1	1	\$400.00	
	49	M	7P-730P	WHEEL OF FORTUNE	:30	\$1,000.00	07/30-07/30	1	1	1	\$1,000.00	
	50	TU	7P-730P	WHEEL OF FORTUNE	:30	\$1,000.00	07/31-07/31	1	1	1	\$1,000.00	

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	51	W	7P-730P	WHEEL OF FORTUNE	:30	\$1,000.00	08/01-08/01	1	1	1	\$1,000.00	
	52	TH	7P-730P	WHEEL OF FORTUNE	:30	\$1,000.00	08/02-08/02	1	1	1	\$1,000.00	
	53	F	7P-730P	WHEEL OF FORTUNE	:30	\$1,000.00	08/03-08/03	1	1	1	\$1,000.00	
	54	M	7P-730P	WHEEL OF FORTUNE	:30	\$1,000.00	08/06-08/06	1	1	1	\$1,000.00	
	61	M	430P-5P	NEWS 4 AT 430P	:30	\$700.00	07/30-07/30	1	1	1	\$700.00	
	62	TU	430P-5P	NEWS 4 AT 430P	:30	\$700.00	07/31-07/31	1	1	1	\$700.00	
	63	W	430P-5P	NEWS 4 AT 430P	:30	\$700.00	08/01-08/01	1	1	1	\$700.00	
	64	TH	430P-5P	NEWS 4 AT 430P	:30	\$700.00	08/02-08/02	1	1	1	\$700.00	
	65	F	430P-5P	NEWS 4 AT 430P	:30	\$700.00	08/03-08/03	1	1	1	\$700.00	
	66	M	430P-5P	NEWS 4 AT 430P	:30	\$700.00	08/06-08/06	1	1	1	\$700.00	
	67	M	6A-7A	WAKE UP WITH THE WAGNERS	:30	\$700.00	07/30-07/30	1	1	1	\$700.00	
	68	TU	6A-7A	WAKE UP WITH THE WAGNERS	:30	\$700.00	07/31-07/31	1	1	1	\$700.00	
	69	W	6A-7A	WAKE UP WITH THE WAGNERS	:30	\$700.00	08/01-08/01	1	1	1	\$700.00	
	70	TH	6A-7A	WAKE UP WITH THE WAGNERS	:30	\$700.00	08/02-08/02	1	1	1	\$700.00	
	71	F	6A-7A	WAKE UP WITH THE WAGNERS	:30	\$700.00	08/03-08/03	1	1	1	\$700.00	
	72	M	6A-7A	WAKE UP WITH THE WAGNERS	:30	\$700.00	08/06-08/06	1	1	1	\$700.00	

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	73	M	7A-9A	TODAY SHOW	:30	\$1,400.00	07/30-07/30	1	1	1	\$1,400.00	
	74	TU	7A-9A	TODAY SHOW	:30	\$1,400.00	07/31-07/31	1	1	1	\$1,400.00	
	75	W	7A-9A	TODAY SHOW	:30	\$1,400.00	08/01-08/01	1	1	1	\$1,400.00	
	76	TH	7A-9A	TODAY SHOW	:30	\$1,400.00	08/02-08/02	1	1	1	\$1,400.00	
	77	F	7A-9A	TODAY SHOW	:30	\$1,400.00	08/03-08/03	1	1	1	\$1,400.00	
	78	M	7A-9A	TODAY SHOW	:30	\$1,400.00	08/06-08/06	1	1	1	\$1,400.00	
	79	M	4P-430P	FIRST NEWS 3 AT FOUR	:30	\$700.00	07/30-07/30	1	1	1	\$700.00	
	80	TU	4P-430P	FIRST NEWS 3 AT FOUR	:30	\$700.00	07/31-07/31	1	1	1	\$700.00	
	81	W	4P-430P	FIRST NEWS 3 AT FOUR	:30	\$700.00	08/01-08/01	1	1	1	\$700.00	
	82	TH	4P-430P	FIRST NEWS 3 AT FOUR	:30	\$700.00	08/02-08/02	1	1	1	\$700.00	
	83	F	4P-430P	FIRST NEWS 3 AT FOUR	:30	\$700.00	08/03-08/03	1	1	1	\$700.00	
	84	M	4P-430P	FIRST NEWS 3 AT FOUR	:30	\$700.00	08/06-08/06	1	1	1	\$700.00	
	85	M	5P-630P	EARLY NEWS	:30	\$1,000.00	07/30-07/30	1	1	1	\$1,000.00	
	86	TU	5P-630P	EARLY NEWS	:30	\$1,000.00	07/31-07/31	1	1	1	\$1,000.00	
	87	W	5P-630P	EARLY NEWS	:30	\$1,000.00	08/01-08/01	1	1	1	\$1,000.00	
	88	TH	5P-630P	EARLY NEWS	:30	\$1,000.00	08/02-08/02	1	1	1	\$1,000.00	
	89	F	5P-630P	EARLY NEWS	:30	\$1,000.00	08/03-08/03	1	1	1	\$1,000.00	

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	90	M	5P-630P	EARLY NEWS	:30	\$1,000.00	08/06-08/06	1	1	1	\$1,000.00	
	91	SA	6A-7A	NEWS 3 AT SUNRISE NO PROGRAM 7/7,7	:30	\$350.00	08/04-08/04	1	1	1	\$350.00	
	108	SA	5P-630P	KSNV EARLY NEWS	:30	\$650.00	08/04-08/04	1	1	1	\$650.00	
	130	M	630P-7P	JEOPARDY	:30	\$1,000.00	07/30-07/30	1	1	1	\$1,000.00	
	131	TU	630P-7P	JEOPARDY	:30	\$1,000.00	07/31-07/31	1	1	1	\$1,000.00	
	132	W	630P-7P	JEOPARDY	:30	\$1,000.00	08/01-08/01	1	1	1	\$1,000.00	
	133	TH	630P-7P	JEOPARDY	:30	\$1,000.00	08/02-08/02	1	1	1	\$1,000.00	
	134	F	630P-7P	JEOPARDY	:30	\$1,000.00	08/03-08/03	1	1	1	\$1,000.00	
	135	M	630P-7P	JEOPARDY	:30	\$1,000.00	08/06-08/06	1	1	1	\$1,000.00	
	139	M-SA	730P-8P	OLYMPIC ZONE	:30	\$750.00	07/30-08/04	6	1	6	\$4,500.00	
	140	M-F	12A-1230A	NEWS	:30	\$1,000.00	07/30-08/03	6	1	6	\$6,000.00	
	141	SA	12A-1230A	NEWS	:30	\$1,000.00	08/04-08/04	2	1	2	\$2,000.00	
	142	SU	12A-1230A	NEWS	:30	\$1,000.00	08/05-08/05	2	1	2	\$2,000.00	
	143	M-F	9A-4P	OLY DAY	:30	\$1,200.00	07/30-08/03	10	1	10	\$12,000.00	
	144	M-SU	8P-12A	OLY DAY	:30	\$6,000.00	07/30-08/05	2	1	2	\$12,000.00	
	145	SA	9A-6P	OLY WEEKEND	:30	\$1,700.00	08/04-08/04	1	1	1	\$1,700.00	

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	146	M	9A-4P	OLY DAY	:30	\$1,200.00	08/06-08/06	1	1	1	\$1,200.00	
	147	SA	630P-730P	WH/JEP	:30	\$575.00	08/04-08/04	1	1	1	\$575.00	

---REPORT TOTALS---
 Report Totals: 88 / \$85,675.00

---SALES MONTHLY TOTALS---
 Aug 12: 88 / \$85,675.00
 Sales Totals: 88 / \$85,675.00
 Station Totals: 88 / \$85,675.00
 Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$267,734						
CATV	0%	KBLR	0%	KINC	0%	KLAS	20%
KTNV	30%	KTVB	0%	KVCW	1%	KVMY	0%
XXXX	0%					KSNV	32%
						KVVU	17%

---COMPETITIVE COMMENTS---
 NEW ORDER
 EST SHARES

Books JUL12
 Demos RA35+

---CREDIT RISK---
 CASH IN ADVANCE